

We claim:

1. A network-based, computerized method for enabling a client to identify a target customer and develop value delivery strategies for obtaining profitable business from the target customer, comprising the steps of:
  - defining a value delivery network of the client, the value delivery network including the target customer;
  - defining a team from the client to visit with the target customer;
  - during the visit with the target customer, documenting current events of relevance to the target customer and perfect events idealized by the target customer;
  - developing preferred events based on the current events and perfect events documented during the visit;
  - identifying improved experiences available to the target customer based on the preferred events;
  - quantifying a value of each improved experiences to the target customer;
  - developing a value proposition for the target customer based on the improved experiences identified; and
  - developing a value delivery strategy for implementing the value proposition.
2. The method of claim 1 wherein the step of documenting current events further comprises documenting previous experiences between the client and the target customer, documenting previous experience between the target customer and competitors of the client, and wherein the step of developing the value proposition includes assigning a relative performance value and a relative importance value to each improved experience identified.
3. The method of claim 1 wherein the value proposition includes a time horizon, required target customer experiences, and a price that will be charged by the client for each respective improved experience.
4. The method of claim 1 wherein interaction between the team and the target customer is defined by a work plan of a project and wherein each member of the team is permitted to modify the work plan on an on-going basis.

5. The method of claim 1 further comprising the step of providing the team with surveys for completion prior to the visit to the target customer.

5 6. The method of claim 1 further comprising the step of identifying the target customer from a list of current and potential customers.

7. The method of claim 1 further comprising the step of identifying improvement opportunities for the target client based on the documented current events and perfect events.

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8. The method of claim 1 wherein each improved experience is assigned a worth to the customer and consequences of the improved experience are identified.

9. The method of claim 8 wherein, for each improved experience, a best alternative most likely to provide the improved experience or a similar experience to the target customer is identified, the best alternative being a competitor of the client.

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10. The method of claim 1 wherein the step of developing the value delivery strategy comprises defining how each improved experience will be created for the target customer and defining how each improved experience will be communicated to the target customer and within the client.

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11. The method of claim 10 wherein the step of defining how each improved experience will be created comprises identifying required actions by the target customer, the client, and value delivery partners.

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12. The method of claim 10 wherein the step of defining how each improved experience will be communicated comprises identifying content and mode of delivery of the communication with the target customer and the client.

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13. The method of claim 10 wherein members of the team are able to modify the value delivery strategy remotely and independently of other team members.

14. The method of claim 1 further comprising identifying required actions of the client, partner organizations, and the target customer to experience the value proposition over a chosen time horizon.

5 15. The method of claim 14 wherein the required actions are assigned to specific functional areas within the client or to at least one of the partner organizations and wherein the assigned required actions are stored in a database of the network.

16. The method of claim 14 wherein the required actions are assigned estimates of cost  
10 and time until implementation and wherein the required actions are stored in a database of the network.

17. A network-based, computerized method for enabling a client to identify customers and develop value delivery strategies for obtaining profitable business from the customers,  
15 comprising the steps of:

defining a respective team from the client to visit with each of a plurality of customers;

visiting each of the plurality of customers;

20 during each respective visit, documenting current events of relevance to each respective customer and perfect events idealized by each respective customer;

developing preferred events for each respective customer based on the current events and perfect events documented during each respective visit;

25 identifying improved experiences available to each respective customer based on the preferred events;

quantifying a value of each improved experiences to the customer;

developing a respective value proposition for each respective customer based on the improved experiences identified;

30 developing a respective value delivery strategy for implementing each respective value proposition; and

grouping the plurality of customers into common segments based on similarity of respective value propositions or value delivery strategies.

18. The method of claim 17 further comprising the step of creating segment and line of business level requirements for functional areas within the client and for business partner organizations that help serve the customers.

5 19. The method of claim 18 wherein a single user or multiple users of the client individually or simultaneously query a database of the network to create subsets of data that relate only to one or more of the following common elements: client, client line of business, client project, client functional area, partner organization, customer, customer segment, customer experience, and price charged to the customer.

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20. The method of claim 17 wherein value propositions and value delivery strategies are developed for at least one of the common segments.

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